

## Agenda

Independent Technical Panel on Demand Management Measures (ITP)  
California Department of Water Resources (DWR)

### **Meeting# 16**

Wednesday November 19

10:00 AM-5:00 PM

and

Thursday November 20

8:00 AM- 3:00 PM

Irvine Ranch Water District

15600 Sand Canyon Avenue Irvine, CA 92618-3102

#### **Webinar Links:**

**Day 1:** <https://resources.webex.com/resources/j.php?ED=286516902&UID=492867147&RT=MiM0>

**Day 2:** <https://resources.webex.com/resources/j.php?ED=286517517&UID=492867147&RT=MiM0>

**Conference Line:** 1-866-778-7139

**Participant Code:** 545 361 0

#### **Remote (call-in) Location - Open to the Public**

David Fujino- U.C. Davis -One Shields Ave.  
Environmental Horticulture Building, Room #1108 Davis, CA 95618

***NOTE: Public comment periods will be accommodated at the end of each agenda item (excluding item 1). The duration of each comment period will be at the discretion of the meeting facilitator.***

#### **Meeting Objectives. The ITP will**

- Receive information from diverse landscape industry organizations and advocacy groups regarding water use efficiency opportunities and challenges in the landscape industry.
- Engage in open dialogue with landscape industry and advocacy group representatives.
- Identify initial objectives for ITP 2014-2015 work on landscape topics including potential format and schedule of recommendations.
- Identify key topics to focus ITP time and staff resources on in support of future landscape topic recommendations.

Item	Time	Day1-Item	Presenter
1	10:00	Welcome and Introductions Review Agenda and Meeting Objectives	Dave Ceppos – CCP Peter Brostrom – DWR
	10:15	Landscape Topics Planning Overview	Dave Fujino Peter Estournes
2	10:30	CUWCC*-New Normal and Strategic Plan	Greg Weber
3	11:00	Water Suppliers Panel Discussion: Santa Monica, MWDOC*, WMWD* CVWD*	Russell Ackerman Joe Berg Pam Pavela Dave Koller
	12:30	Working Lunch	

4	1:00	Design and Install Landscape Industry Associations Panel Discussion: CLCA*, ASLA*, APLD*, ASIC*, TWCA*	Larry Rohlfes Glen Schmidt Amelia Lima Steve Hohl Russ Nicholson
5	3:00	Non-Profits Panel Discussion: Bay Friendly Coalition, Ocean Friendly Gardens, Treepeople	Sarah Sutton Paul Herzog Linda Eremita
6	4:00	UCANR* Presentation	Dr. Loren Oki
7	4:30	Wrap-up, preparation for Day 2	All
8	5:00	Adjourn	

Item	Time	Day 2-Item	Presenter
1	8:00	Welcome and Introductions Review Agenda and Meeting Objectives	Dave Ceppos – CCP Peter Brostrom – DWR
2	8:15	Recap of Day 1 Highlights	All
3	9:15	General Discussion – ITP Objectives for Landscape Topic <ul style="list-style-type: none"> <li>• Potential schedule</li> <li>• Format of recommendations</li> <li>• Other topics</li> </ul>	All
4	10:30	Focused Discussion: Review of Day 1 topics and opportunities for ITP work / recommendations <ul style="list-style-type: none"> <li>• Water Suppliers and Water Districts</li> <li>• Design and Install Landscape Industry Associations</li> <li>• Non-Profits/ regional watershed groups</li> <li>• Research and Academia</li> </ul>	All
	12:00	Working Lunch	
5	12:30	Focused Discussion: Review of Day 1 topics and opportunities for ITP work / recommendations (cont.)	All
8	3:00	Adjourn	

**\*Abbreviations:**

CLCA –California Landscape Contractors Association  
ASLA-American Society of Landscape Architects  
APLD-Association of Professional Landscape Designers  
ASIC-American Society of Irrigation Consultants  
TWCA-Turfgrass Water Conservation Alliance  
MWDOC-Municipal Water District of Orange County  
WMWD-Western Municipal Water District

CVWD-Coachella Valley Water District

UCANR-University of California, Division of Agriculture and Natural Resources

CUWCC-California Urban Water Conservation Council

CCP-Center for Collaborative Policy